

**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: JLB Ventures LLCApplication No./Patent No.: 7,779,436Filed/Issue Date: August 17, 2010Entitled: METHOD FOR USING BANNER ADVERTISEMENTS DURING COMMERCIAL BREAKSJLB Ventures LLC, a Limited Liability Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1.  the assignee of the entire right, title, and interest; or
2.  an assignee of less than the entire right, title, and interest

The extent (by percentage) of its ownership interest is \_\_\_\_\_ %

in the patent application/patent identified above by virtue of either:

A.  An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

B.  A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: Yakov Kamen and Leon Shirman To: iSurfTV CorporationThe document was recorded in the United States Patent and Trademark Office at Reel 011090, Frame 0636, or for which a copy thereof is attached.2. From: iSurfTV Corporation To: Etalon Systems, Inc.The document was recorded in the United States Patent and Trademark Office at Reel 014268, Frame 0480, or for which a copy thereof is attached.3. From: Etalon Systems, Inc. To: Eagle New Media Investments, LLCThe document was recorded in the United States Patent and Trademark Office at Reel 014277, Frame 0607, or for which a copy thereof is attached. Additional documents in the chain of title are listed on a supplemental sheet. Copies of assignments or other documents in the chain of title are attached.

**[NOTE:** A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.8]

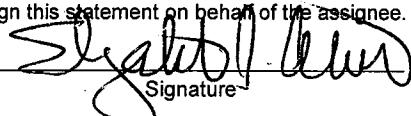
The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

March 1, 2011

Date

617-720-9600

Telephone Number



Signature

Elizabeth A. Almeter

Typed or printed name

Attorney for Assignee JLB Ventures LLC

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: **Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

*If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.*

**SUPPLEMENTAL SHEET**  
**STATEMENT UNDER 37 CFR 3.73(b)**

B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below: (Continued from page 1)

4. From: Etalon Systems, Inc. To: Eagle New Media Investments, LLC

The document was recorded in the United States Patent and Trademark Office at Reel 014943, Frame 0079, or for which a copy thereof is attached.

5. From: Eagle New Media Investments, LLC To: JLB Ventures LLC

The document was recorded in the United States Patent and Trademark Office at Reel 019511, Frame 0863, or for which a copy thereof is attached.